

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2018/2019 SESSION

### PWC1010 – WORKPLACE COMMUNICATION

(All sections)

27 MAY 2019

9.00 a.m. – 11.00 a.m.

(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR** pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write all your answers in the Answer Booklet.

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**SECTION A: CASE STUDY [20 MARKS]****Question 1 [10 marks]**

**Instructions:** Read the following case study and answer the questions that follow. All answers must be written in complete sentences with necessary explanation.

Charlie Reagan saw his dream become a reality when he opened his pet and hotel store, 'Hotel for Pets' last year. Although the hotel was located in a new area, it was not without competition. With several pet stores and veterinary clinics at other nearby districts, developing concepts and practices that would differentiate 'Hotel for Pets' from the others was vital. Charlie observed that customers are the lifeblood of any businesses, and personalised and attentive communication with customers is vital to ensure the success of his business.

He started his business by practising open, respectful, honest and attentive communication with his customers. He quickly learnt that listening is a major component of good communication. He noted that many business owners do not take time to listen and ask what customers' want. So many people are overbearing in conversation and focus on their own areas of knowledge. The tendency to be self-centered in a conversation is strong, but Charlie learnt that customers appreciate it when other people are interested in them and their activities. By engaging customers in conversation and learning more about them, Charlie has earned their trust and in turn their loyalty to his pet hotel and pet store.

While his attempts at communication have not always been successful, Charlie's policy has worked well. When customers are irate, he listens to their complaints and asks questions. He has learnt that, in business, one must be quick to take responsibility for mistakes. Instead of flatly telling customers, "This is our policy in these cases", he asks, "What would you like me to do?" When customers know he cares about them, and is willing to stand behind his products and services, Charlie has earned their loyalty, and eventually, their purchase. In addition, Charlie also spends a great deal of time on *WhatsApp*, *Facebook* and *Instagram*, informing customers and followers of new products, services and promotion. By keeping in touch with customers and followers and letting them know how much their business is valued, Charlie establishes a strong personal link that sets him apart from other pet stores and veterinary clinics.

- a. i. What are the communication channel and medium that Charlie primarily uses in communicating with his customers? (2 marks)
- ii. Explain **TWO** importance of each medium in communicating his business to his customers. (2 marks)

**Continued...**

- b. What communication style does Charlie show? Provide **TWO** (3 marks) elaboration on your answer.
- c. Charlie exhibits character of a person with high self-esteem. (3 marks) Identify the **THREE** high self-esteem characteristics.

## Question 2 [10 marks]

**Instructions:** Read the following case study and answer the questions that follow. All answers must be written in complete sentences with necessary explanation.

Jason is a senior marketing executive at Broadlane Production, a motion picture production company. All this while, he has a good reputation, and he is a competent executive. He can predict reasonably well on the ticket collection amount and other peripheral merchandise sales a few months after each movie screening. Furthermore, he also has a good relationship with movie theatre owners, which gives his company the advantages in choosing the appropriate dates for any movie screening. This is very important since a wrong screening date without considering the business competition can really hurt any production companies.

However, things rarely stay the same. Last week, Jason had to present the outcome of his department's survey result conducted earlier to the new Chief Executive Officer, Mr. Ronald. It was the first time for Jason to present anything before Mr. Ronald. However, Jason was lackadaisical about it thinking that everything would go well as usual. He ignored his colleagues' warning that Mr. Ronald is very detailed and unforgiving. He was taking things for granted since he never failed to perform in any previous presentations. However, that day was different. He stumbled a few times with his words, figures, and charts and, the worst, he made a serious blunder by labelling one of the graphs wrongly. The other executives were just shaking their heads in disbelief.

"Ooops", he interjected after Mr. Ronald commented strongly on his mistakes. It was very embarrassing for him to admit his mistakes in front of the others. He had never felt this ashamed before.

"This is not a senior marketing executive's work. It's more like a high school dropout product", added Ronald sharply. Jason was very frustrated and upset with himself after the incident. Since then, he began to be quieter than before. He did not participate in any meeting discussion. He only said a few words while looking down if his name was called. He rarely joined others during lunch break, and Mr. Ronald noticed that, too. Therefore, he called Jason to meet him in his office to discuss about the changes in Jason's character. In short, Jason had lost his self-confidence.

Continued...

"You have to do something about this. Otherwise our company's performance will well be affected, reminded Ronald, and Jason just looked down waiting for Mr. Ronald to dismiss him. Somehow, he knew that he needed to do something to regain his old self.

- a. Explain Jason's mistakes during his presentation preparation. (2 marks)
- b. Based on George P. Hollenbeck and Douglas T. Hall's self-confidence theory, suggest **TWO WAYS** with elaboration for each on how Jason can improve his self-confidence? (4 marks)
- c. Instead of leaving Jason to settle his problem on his own, describe **TWO WAYS** how Mr Ronald could have supported Jason to regain his self-esteem. (4 marks)

## SECTION B: WRITTEN COMMUNICATION [30 MARKS]

### Question 1 [15 marks]

**Instructions:** Read the following scenario, and write an **email** of about 200 words based on the situation below.

The size of your advertising company is about to double up as your company is absorbing a large number of employees from another company that is being dissolved. Having previous experience with a merger, you recognise the inherent problems of merging employees from two different companies.

To help with the transition, you want to plan a team building event that is more relaxing and creative than the normal boring and typical indoor or outdoor excursion. You want to plan for a reality cooking event that can be fun and welcoming for everybody regardless of their designation or status in the company. With delicious food and a healthy dose of friendly competition, you hope that everybody will enjoy it and the cooperation will remain at the workplace.

As the assistant manager, compose an **email** persuading Ms Suzana Nigel, the senior manager to approve the event. Include information such as the benefits and logistics for the cook-off, required personnel and budget requested for the culinary experience team building.

Invent necessary details to compose an effective email.

Continued...

**Question 2 [15 marks]**

**Instructions:** Read the following scenario, and write a letter of about 200 words based on the situation below using the *fully blocked format* and *open punctuation*.

The *MoreCredit* Bank is a renowned financial institution in Selangor and has been in business for more than 15 years. The bank operates at Lot 1A & 1B, Jalan Indah 1, 68234 Sri Kembangan, Selangor. In supporting the growing demand of the online business, the bank has been providing online payment services to a leading online store, *SimplyPurchase.com*.

Everything has been running well until recently where the online store Manager, Mdm Ratna Sari has complained to the bank that *SimplyPurchase's* customers were unable to proceed with the payment or their request of payment were rejected by the system. This has resulted in the reduction of sales, especially during the store's promotional sales and discount period. Not only that, it has also tarnished the store's reputation and credibility among its customers.

As the Head of Online Payment Division of the *MoreCredit* Bank, you are to write an **apology letter** to *SimplyPurchase.com*.

Invent necessary details to compose an effective letter.

**End of Paper**